



Station Order Revised Heinrich for Senate 2012

201092

Market: Albuquerque

Estimate ID

Flight Dates: Monday, October 15, 2012 to Sunday, October 21, 2012

11649

Contact: Jim Giudicessi

Phone: 505-246-2222

Email: Jim.Giudicessi@krqe.com

Fax: 505-944-0259

Direct: 505-998-9530

gug
10/1/12

KASA-TV

Program Name	DP	Days Length	Gross Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
				Oct 15	Oct 16	Oct 17	Oct 18	Oct 19	Oct 20	Oct 21	
Judge Mathis 1:00 PM 2:00 PM	DT	M-F 30	\$30.00 \$60.00	1			1	✓			2
Funny Videos 4:00 PM 5:00 PM	EF	M-F 30	\$50.00 \$100.00	1				1	✓		2
Extra 5:00 PM 5:30 PM	EF	M-F 30	\$100.00 \$500.00	1	1	1	1	1	✓		5
Hope/Ben 8:30 PM 9:30 PM	PT	Tu 30	\$800.00 \$800.00		1				✓		1
X-Factor 7:00 PM 9:00 PM	PT	W 30	\$1,300.00 \$1,300.00			1		✓			1
KASA 9p News 9:00 PM 9:30 PM	LN	M-F 30	\$400.00 \$800.00		1	1		✓			2
KASA 9:30p News 9:30 PM 10:00 PM	LN	M-F 30	\$300.00 \$1,500.00	1	1	1	1	1	✓		5
Saturday 9:30p News 9:30 PM 10:00 PM	LN	Sa 30	\$250.00 \$250.00						1		1
Sunday 9:30p News 9:30 PM 10:00 PM	LN	Su 30	\$275.00 \$275.00							1	1
Station Gross Totals			\$5,585.00	4	4	4	3	3	1	1	20

Suzanne Collins

Media Strategies and Research

1580 Lincoln Street, Suite 510, Denver, CO 80203

Date/Time Sent: 10/1/2012 2:53:15 PM

KASA-TV

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suzannel@mediastategies.com



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11649

Contact: Jim Giudicessi

Phone: 505-246-2222

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Fax: 505-944-0259

Direct: 505-998-9530

Jim
8/22/12

KASA-TV

201092

Program Name	DP	Days Length	Gross Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
				Oct 15	Oct 16	Oct 17	Oct 18	Oct 19	Oct 20	Oct 21	
People's Court	DT	M-F	\$30.00	5	1		1				2
1:00 PM 2:00 PM		30	\$60.00								
Funny Videos	EF	M-F	\$50.00	5		1		1			2
4:00 PM 5:00 PM		30	\$100.00								
Extra	EF	M-F	\$100.00	5	1	1	1	1			5
5:00 PM 5:30 PM		30	\$500.00								
Hope/Ben	PT	Tu	\$800.00	5		1					1
7:00 PM 8:00 PM		30	\$800.00								
X-Factor	PT	W	\$1,650.00	4			1				1
7:00 PM 9:00 PM		30	\$1,650.00								
Highly pre-emptible at LUR per KASA. Move to L4											
KASA 9p News	LN	M-F	\$1,000.00	3	1						1
9:00 PM 9:30 PM		30	\$1,000.00								
Highly pre-emptible at LUR per KASA. Move to L3											
KASA 9:30p News	LN	M-F	\$800.00	3		1					1
9:30 PM 10:00 PM		30	\$800.00								
Highly pre-emptible at LUR per KASA. Move to L3											
Saturday 9:30p News	LN	Sa	\$325.00	4					1		1
9:30 PM 10:00 PM		30	\$325.00								
Highly pre-emptible at LUR per KASA. Move to L4											
Sunday 9:30p News	LN	Su	\$350.00	4						1	1
9:30 PM 10:00 PM		30	\$350.00								
Highly pre-emptible at LUR per KASA. Move to L4											
Station Gross Totals			\$5,585.00	3	3	3	2	2	1	1	15

Suzanne Collins

Media Strategies and Research

1580 Lincoln Street, Suite 510, Denver, CO 80203

Date/Time Sent: 8/22/2012 6:54:16 AM

KASA-TV

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suzannel@mediastrategies.com

Spot Manager: All, 10/15/12-10/21/12



Order	Alt Order #	Estimate	Date	Length	Priority	Air Time	Product	Ad-ID	Rate
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Station: KASA

Advertiser: POL/Heinrich for Senate (D)

Agency: Media Strategies & Research

Line: 1

Time Period: 1p-2p

201092	11649	10/15/12	:30	P5		10/15-10/21			\$30.00
201092	11649	10/18/12	:30	P5		1:38:46 PM 10/15-10/21			\$30.00
									\$60.00
									\$60.00

Line: 2

Time Period: 4p-5p

201092	11649	10/15/12	:30	P5		10/15-10/21			\$50.00
201092	11649	10/19/12	:30	P5		4:29:37 PM 10/15-10/21			\$50.00
									\$100.00
									\$100.00

Line: 3

Time Period: 5p-530p

201092	11649	10/17/12	:30	P5		5:22:54 PM 10/15-10/21			\$100.00
201092	11649	10/19/12	:30	P5		5:14:41 PM 10/15-10/21			\$100.00
201092	11649	10/18/12	:30	P5		5:14:26 PM 10/15-10/21			\$100.00
201092	11649	10/16/12	:30	P5		5:14:26 PM 10/15-10/21			\$100.00
201092	11649	10/15/12	:30	P5		5:22:24 PM 10/15-10/21			\$100.00
									\$500.00
									\$500.00

Line: 4

Time Period: (8:30:00 PM-9:00:00 PM)

201092	11649	10/16/12	:30	P5		8:40:16 PM 10/15-10/21			\$800.00
									\$800.00
									\$800.00

Line: 5

Time Period: 7p-9p

201092	11649	10/17/12	:30	P5		7:28:50 PM 10/15-10/21			\$1,300.00
									\$1,300.00
									\$1,300.00

Line: 6

Time Period: 9p-930p

201092	11649	10/17/12	:30	P5		9:29:00 PM 10/15-10/21			\$400.00
201092	11649	10/16/12	:30	P5		10/15-10/21			\$400.00
									\$800.00
									\$800.00

Line: 7

Time Period: 930p-10p

201092	11649	10/19/12	:30	P5		9:38:56 PM 10/15-10/21			\$300.00
201092	11649	10/15/12	:30	P5		9:38:16 PM 10/15-10/21			\$300.00
201092	11649	10/16/12	:30	P5		9:58:35 PM 10/15-10/21			\$300.00
201092	11649	10/18/12	:30	P5		9:47:12 PM 10/15-10/21			\$300.00
201092	11649	10/17/12	:30	P5		9:56:20 PM 10/15-10/21			\$300.00
									\$1,500.00
									\$1,500.00

Line: 8

Time Period: 930p-10p

201092	11649	10/20/12	:30	P5		9:37:26 PM 10/15-10/21			\$250.00
									\$250.00
									\$250.00

Line: 9

Time Period: 930p-10p

201092	11649	10/21/12	:30	P5		9:56:20 PM 10/15-10/21			\$275.00
									\$275.00

[Sorted by: Line]

Spot Manager: All, 10/15/12-10/21/12

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Order	Alt Order #	Estimate	Date	Length	Priority	Air Time	Product	Ad-ID	Rate
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Station: KASA

Advertiser: POL/Heinrich for Senate (D)

Agency: Media Strategies & Research

Line: 9

									\$275.00
									\$5,585.00
									\$5,585.00
									\$5,585.00
									\$5,585.00

[Sorted by: Line]

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ **FEDERAL CANDIDATE**

☐ **STATE/LOCAL CANDIDATE**

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location: KASA-TV Albuquerque	Date: 10/1/2012
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I, Media Strategies and Research,
 being/on behalf of: Martin Heinrich, a legally
 qualified candidate of the Democratic political
 party for the office of: U.S. Senate
 in the General
 election to be held on: Tuesday, November 06, 2012
 do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
SEE ATTACHED SCHEDULE					
Date of First Broadcast:			Date of Last Broadcast:		
Monday, October 15, 2012			Sunday, October 21, 2012		

Total Charges: \$5,585.00

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Martin Heinrich for Senate

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Valerie J. Borrego

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

Monday, October 01, 2012

Date



Signature

To Be Signed By Station Representative

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title